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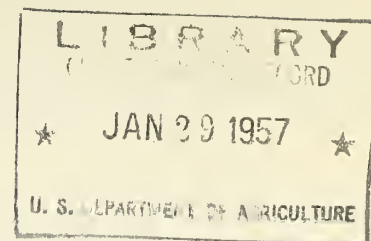
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# Consumer Purchases of SELECTED FRUITS AND JUICES

BY REGIONS AND RETAIL OUTLETS  
JULY-SEPT 1956



UNITED STATES DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING SERVICE

WASHINGTON, D. C.

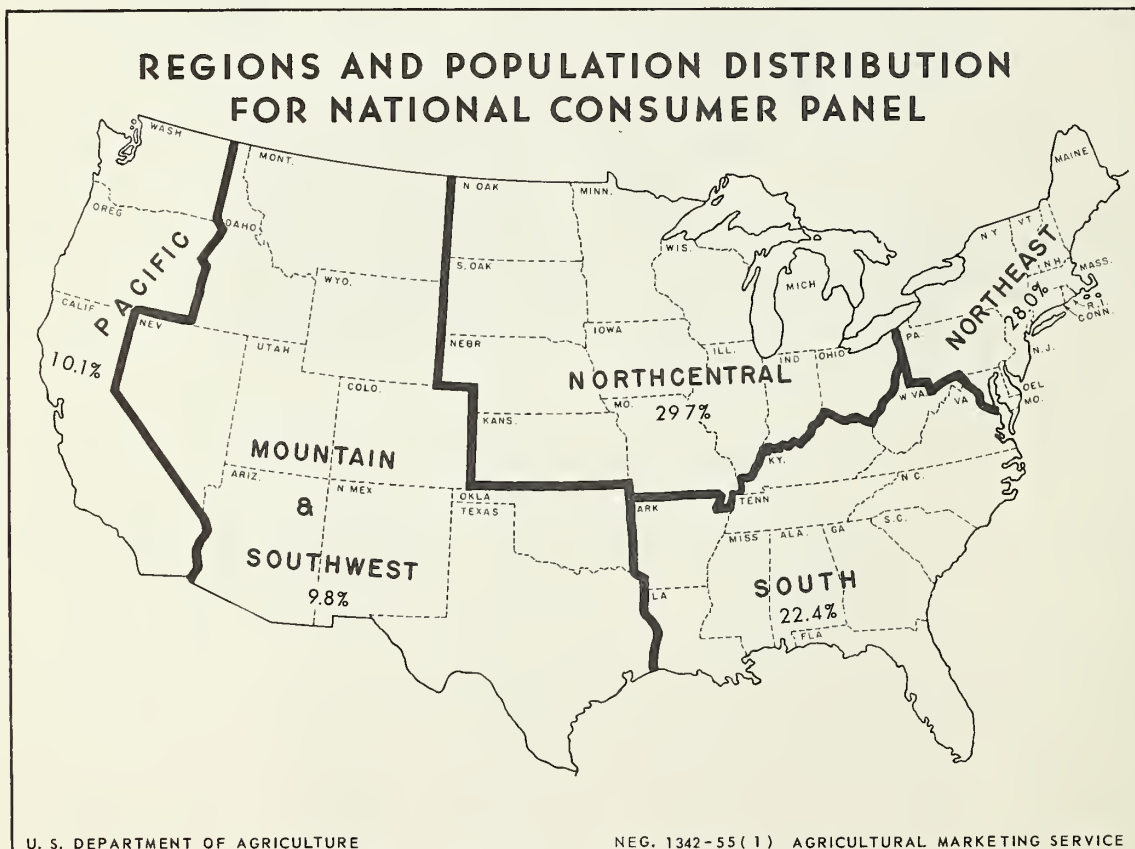
December 1956

## FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES, BY REGIONS  
AND RETAIL OUTLETS, JULY-SEPTEMBER 1956

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hotels, hospitals, or other institutional outlets.

SUMMARY

Householders' purchases of frozen concentrated juices during July-September 1956 were about 11 percent smaller than in July-September 1955. Purchases of two of the major frozen concentrated juices, orange and grape, were down about 10 percent and 24 percent, respectively, from July-September 1955. Prices paid for frozen concentrated orange juice during July-September 1956 averaged about 1 cent higher per 6-ounce can than in July-September 1955, while prices for frozen concentrated grape juice were slightly lower than in July-September 1955.

For the 1955-56 season, October 1955 through September 1956, households' purchases of frozen concentrated orange juice were about 4 percent smaller than in the 1954-55 season. Purchases, during the 1955-56 season were larger than in the preceding season only in the North Central and Pacific regions.

The volume of frozen concentrate for lemonade bought by households during July-September 1956 was about 20 percent smaller than in July-September 1955. Purchases for the 12-month period, October 1, 1955 through September 30, 1956, were down about 10 percent from the preceding season, dropping most in the Northeast and North Central regions. Prices paid for this product averaged slightly lower than in July-September 1955.

Household buying of canned single-strength orangeade during July-September 1956 was up about 25 percent from July-September 1955. Despite larger total purchases of orangeade by households, a smaller volume was purchased in national chain food stores during July-September 1956 than in the same 3-month period of 1955. Householders paid about the same for single-strength orangeade as in July-September 1955.

Householders' purchases of shelf-pack concentrate for orangeade during July-September 1956 were smaller than in the corresponding period of 1955 in all geographic regions except the Pacific where purchases held at about the same level. The average price paid for shelf-pack concentrate for orangeade was practically the same as in July-September 1955.

Householders' purchases of canned single-strength juices during July-September 1956 were about 7 percent smaller than in July-September 1955. All of the major single-strength citrus juices were bought in smaller volume than in July-September 1955 and, of the major noncitrus juices, only prune juice was bought in larger volume. Purchases of "other juices" or juices for which individual purchase data are not obtained were substantially larger than in

July-September 1955, but these increases failed to offset lower purchases of most of the major juices during July-September 1956. Purchases of canned single-strength juices were up slightly in the Mountain-Southwestern and Pacific regions but were lower than in July-September 1955 in all other regions.

With the exception of single-strength lemon juice, prices paid for the major citrus juices were higher during July-September 1956 than in July-September 1955. Prices paid for the single-strength noncitrus juices carried in this report were at about the same level as during July-September 1955 except for tomato juice for which higher prices were paid.

During October 1955-September 1956, householders bought about the same volume of canned single-strength juices as in the preceding 12-month period. Combined purchases of the citrus juices--orange, orange-grapefruit blend, and grapefruit--however, were about 9 percent smaller than in October 1954-September 1955, although grapefruit juice was purchased in slightly larger volume.

Fresh citrus fruit was purchased in smaller volume during July-September 1956 than in July-September 1955. Purchases of oranges were down about 15 percent, grapefruit about 24 percent, and lemons about 22 percent from July-September 1955. Orange purchases were smaller than in July-September 1955 in all geographic regions. Grapefruit and lemon purchases were also lower in all geographic regions except the Mountain-Southwestern where purchases were slightly larger. Householders bought a smaller volume of fresh citrus than in July-September 1955 in each of the three major types of retail outlets. The drop in purchases of oranges and lemons was less pronounced in regional chains than in other types of outlets, while purchases of grapefruit were down less in national chains than in other outlets.

Prices paid for fresh oranges averaged about the same as in July-September 1955, while prices paid for grapefruit and lemons were slightly higher.

#### FROZEN JUICES AND ADES

Household buying of frozen concentrated orange juice during July-September 1956 was down about 10 percent from the corresponding 3-month period in 1955. Per capita purchases dropped from about 2.2 equivalent 6-ounce cans in the 3-month period, July-September 1955, to 2 cans in July-September 1956. Householders in all geographic regions reported smaller purchases than in July-September 1955.

Prices paid for frozen concentrated orange juice during July-September 1956 averaged 17.2 cents a 6-ounce can--1 cent higher than in July-September 1955. Regionally, the average price paid ranged from a low of 16.8 cents in the South to a high of 17.8 cents in the Pacific and Mountain-Southwestern regions (table 1).

Frozen concentrated orange juice purchases in national food chains during July-September 1956 held at about the same level as in the corresponding quarter



of 1955. Purchases were down, however, about 20 percent in independent food stores and about 11 percent in regional chain food stores from this earlier period (table 2).

During July-September 1956 the volume of frozen concentrated grape juice bought by United States householders was about 24 percent smaller than in July-September 1955. Increased purchases in the Mountain-Southwestern and Pacific regions failed to offset sharply reduced purchases in other regions. During July-September 1956, purchases were lower than in July-September 1955 in each of the three major types of retail outlets. However, only a slight decrease in purchases of frozen concentrated grape juice in independent food stores was noted in contrast to rather larger percentage declines in both national and regional chain stores. Prices paid for frozen concentrated grape juice during July-September 1956 averaged slightly lower than in July-September a year earlier.

Consumers, during July-September 1956, bought a 20 percent smaller volume of frozen concentrate for lemonade than in July-September 1955. Although smaller purchase volumes were noted in all geographic regions, sizable decreases in the Northeast and North Central regions were primarily responsible for lower total purchases. The Northeast and North Central regions in July-September 1956 accounted for 65 percent of United States purchases compared with 71 percent in July-September 1955 (table 3).

Household buying of frozen concentrated lemonade during July-September 1956 in both independent retail food stores and in national chains, was down around 26 percent from July-September 1955, while purchases in regional chains were down about 7 percent. Purchases in regional chains accounted for about two-fifths of the frozen concentrated lemonade bought by householders in July-September 1956. Prices paid for frozen concentrate for lemonade averaged about 0.5 cent lower a 6-ounce can than in July-September 1955 (table 4).

Householders, during July-September 1956, bought about 100,000 gallons of frozen concentrate for orangeade compared with about 270,000 gallons in the same 3-month period of 1955. Almost three-fourths of this volume was bought by householders in the Northeast region.

Consumers bought about 440,00 gallons of shelf-pack concentrate for orangeade in July-September 1956 compared with about 540,000 gallons in July-September 1955. Purchases held about the same level as in July-September 1955 in the Pacific region but were considerably smaller in all other regions. Prices paid were unchanged from July-September 1955.

United States householders' purchases of shelf-pack concentrate for lemonade during July-September 1956 were equivalent to about 128,000 gallons--well below the volume reported in July-September 1955. Regional purchase volumes, however, were too small to permit analysis.

Householders' purchases of canned single-strength orangeade during July-September 1956 were about 25 percent larger than in July-September 1955.

Increased purchases were reported by householders in all geographic regions with the greatest percentage increase taking place in the South. Prices paid during July-September 1956 averaged about the same as in the corresponding period of 1955.

Householders, during July-September 1956, bought a smaller volume of canned single-strength orangeade in national chain food stores than during July-September 1955, but increased purchases in both independent food stores and regional chains more than offset this decrease. Both independents and regional chains shared about equally in the total volume of single-strength orangeade bought by United States householders during July-September 1956 (table 5).

### CANNED JUICES

Householders, during July-September 1956, purchased about a 30 percent smaller volume of single-strength orange juice than in July-September 1955. Purchases were down in all regions, with the greatest percentage decrease reported in the North Central and the lowest in the Mountain-Southwestern region. Per capita purchases of single-strength orange juice continued to be highest in the South (table 6).

A smaller volume of canned orange juice, than in July-September 1955, was purchased by householders in each of the three major types of retail food outlets during July-September 1956. Percentagewise, purchases were down most in national chains and as a result, both independent food stores and regional chains accounted for a larger share of total household purchases than during July-September 1955. Independent food stores, however, accounted for a considerably larger share of householders' purchases than either of the chain outlets (table 7).

The price paid for canned orange juice during July-September 1956 averaged 35.8 cents a 46-ounce can, up 4.4 cents from July-September 1955. Regionally, prices paid ranged from a low of 34.2 cents a 46-ounce can in the South, up 3.6 cents from a year earlier, to a high of 39.5 in the Pacific, up 4.0 cents from July-September 1955 (table 6).

In the 3-month period, July-September 1956, householders bought about a 13 percent smaller volume of canned grapefruit juice than in July-September 1955. Lower purchases were reported in all geographic regions except the Mountain-Southwestern where purchases were up slightly from the earlier period. Per capita purchases in this region were about 34 percent larger than the United States average and were higher than in any other region. The greatest proportionate decrease in volume of purchases occurred in the South where purchases were almost 23 percent smaller than in July-September 1955 (table 9).

While household buying of canned grapefruit juice during July-September 1956 was down from a year earlier in independent food stores and national chains, a slightly larger volume was bought in regional chain food stores. The approximately 3 million cases (equivalent No. 2 cans) of grapefruit juice bought by householders during July-September 1956 was almost evenly divided among the three major types of retail outlets (table 10).



The average price of 26.7 cents a 46-ounce can reported paid by householders for canned grapefruit juice was about 2.5 cents higher than in the corresponding quarter of 1955. The lowest average price paid--25.3 cents a 46-ounce can--was reported in the Southern region, while the highest average price--28 cents a 46-ounce can--was reported in the Pacific region.

Purchases of orange-grapefruit blended juice during July-September 1956 were substantially lower--almost 29 percent--than in the corresponding quarter of 1955. Householders in the Southern region bought less than half the volume purchased during July-September 1955, while purchases in the Northeast and North Central regions were down 34 and 24 percent, respectively. Purchases were up substantially--over 50 percent--in the Mountain-Southwestern and up slightly in the Pacific. Gains in these two regions, however, failed to offset sizable declines in all other regions (table 11).

Householders' purchases of orange-grapefruit blended juice during July-September 1956 were also well below July-September 1955 in all major types of retail outlets, with the smallest percentage decrease reported in regional chain food stores. Prices paid for blend averaged 31.7 cents a 46-ounce can--about 3 cents higher than in July-September 1955 (table 12).

Sizable gains in purchases of single-strength lemon juice, compared with July-September 1955, were reported in the Mountain-Southwestern and Pacific regions. These gains, however, failed to offset smaller purchases in other regions, and purchases for the country as a whole were about 5 percent smaller than in July-September 1955.

Householders, during July-September 1956, bought a smaller volume of single-strength lemon juice in both independent food stores and national chains, but a larger volume in regional chains. The average price paid by the Nation's householders for this product was practically unchanged from the corresponding quarter of 1955.

The volume of single-strength grape juice bought by the United States householders during July-September 1956 was almost 13 percent smaller than in July-September 1955 despite larger purchases in both the North Central and Southern regions. Purchases were down from a year earlier in all other regions, with the largest percentage decline reported in the Pacific. Smaller volume was bought by householders in each of the three major types of retail outlets. Purchases in independent food stores were down 4 percent from July-September 1955, while purchases in national chains were down about 21 percent and in regional chains about 13 percent.

Prices paid for grape juice during July-September 1956 averaged slightly lower than in July-September 1955 (table 13).

Householders' purchases of single-strength pineapple juice during July-September 1956 were about 11 percent smaller than in July-September 1955. Purchases were unchanged in the Mountain-Southwestern, larger in the Pacific, but lower in all other regions. There was little change from July-September

1955 in the average price paid for pineapple juice. Purchases in regional chains were about 3 percent lower than in July-September 1955, about 8 percent lower in independent food stores, and about 22 percent lower in national chain food stores.

United States householders, during July-September 1956, bought about 18 percent more prune juice than in the corresponding quarter of 1955. This increase was primarily the result of materially larger purchases by householders in the Northeast, Mountain-Southwestern, and Pacific regions. The volume bought in the North Central region was almost unchanged from July-September 1955 and in the South purchases were only slightly larger.

Householders, during July-September 1956, bought a slightly smaller volume of prune juice in national chain food stores than a year earlier. Purchases in regional chains, however, were up sharply from July-September 1955 and purchases in independent food stores were moderately higher. Prices paid averaged about the same as in July-September 1955.

Tomato juice purchases, during July-September 1956, were down about 12 percent from July-September 1955. There was little change from a year earlier in the volume bought in the Mountain-Southwestern and the Pacific regions, but purchases were smaller in the Northeast, North Central, and Southern regions. Slightly smaller volumes of tomato juice were purchased in independent food stores and regional chains while purchases in national chains were down sharply from July-September 1955. Prices paid for tomato juice averaged about 2.5 cents a 46-ounce can higher than in July-September 1955 (table 13).

#### FRESH CITRUS FRUIT

United States householders, during July-September 1956 purchased the equivalent of about 3.8 million boxes of fresh oranges or about a 15 percent smaller quantity than in July-September 1955. Total as well as per capita purchases were smaller than in July-September 1955 in each geographic region. Highest per capita purchases of fresh oranges were reported in the Northeast and lowest per capita purchases in the South.

Purchases of California-Arizona oranges during July-September 1956 were down about 14 percent from July-September 1955, while purchases of Florida oranges were down about 23 percent. Total purchases of oranges were seasonally low in the 3-month period, July-September, reflecting to a large extent low supplies from Florida (table 16).

The volume of oranges purchased accounted for by regional chains during July-September 1956 was down only 2 percent from July-September 1955. Purchases in independent food stores, however, were down about 23 percent and in national food chains were down about 15 percent. Householders paid slightly higher prices for Florida oranges and unidentified oranges during July-September 1956 than in the same period of 1955. However, because of slightly lower prices paid for California-Arizona oranges, which were purchased in larger volume



than oranges from other areas during July-September 1956, the average price paid for all oranges was unchanged from July-September 1955 (table 18).

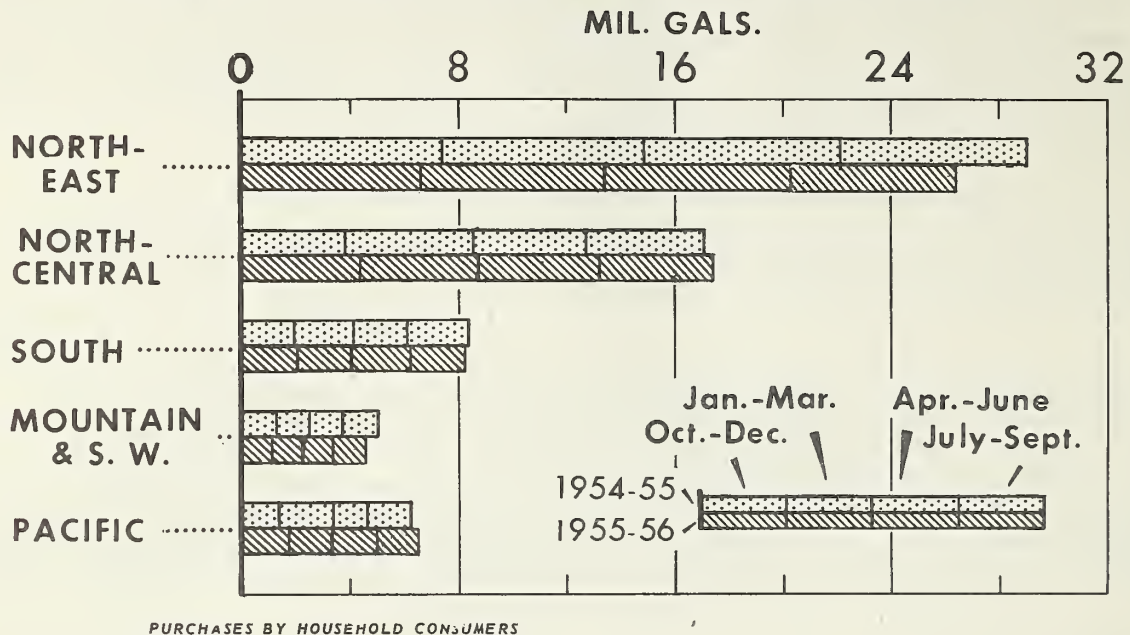
Householders' purchases of fresh grapefruit during July-September 1956 were about 24 percent smaller than in July-September 1955. Although purchases of California-Arizona grapefruit were larger than a year earlier in the North-east, South, and Mountain-Southwestern regions, total purchases of grapefruit were down from a year earlier in all regions (table 20). Purchases of grapefruit were smaller in each of the three major types of retail outlets. Purchases, however, were down less, percentagewise, in national chains than in either independent food stores or regional chains.(table 22).

Prices paid by households for grapefruit during July-September 1956 varied considerably among geographic regions, ranging from a low of \$0.94 a dozen in the South and Pacific regions to a high of \$1.32 a dozen in the Mountain-Southwestern region (table 21).

The volume of fresh lemons purchased by United States households during July-September 1956 was about 22 percent smaller than in the same 3-month period in 1955. Larger purchases were reported only in the Mountain-Southwestern region. Householders in the Southern region continued to report larger total as well as per capita purchases of lemons than households in other regions, accounting for 38 percent of United States purchases in July-September 1956 (table 24). Purchases were smaller in each of the three major types of outlets, with the least decrease occurring in regional chains.

The average price paid for lemons by United States households during July-September 1956 was approximately 45 cents per dozen, about 3 cents higher than in July-September 1955 (table 25).

# FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS



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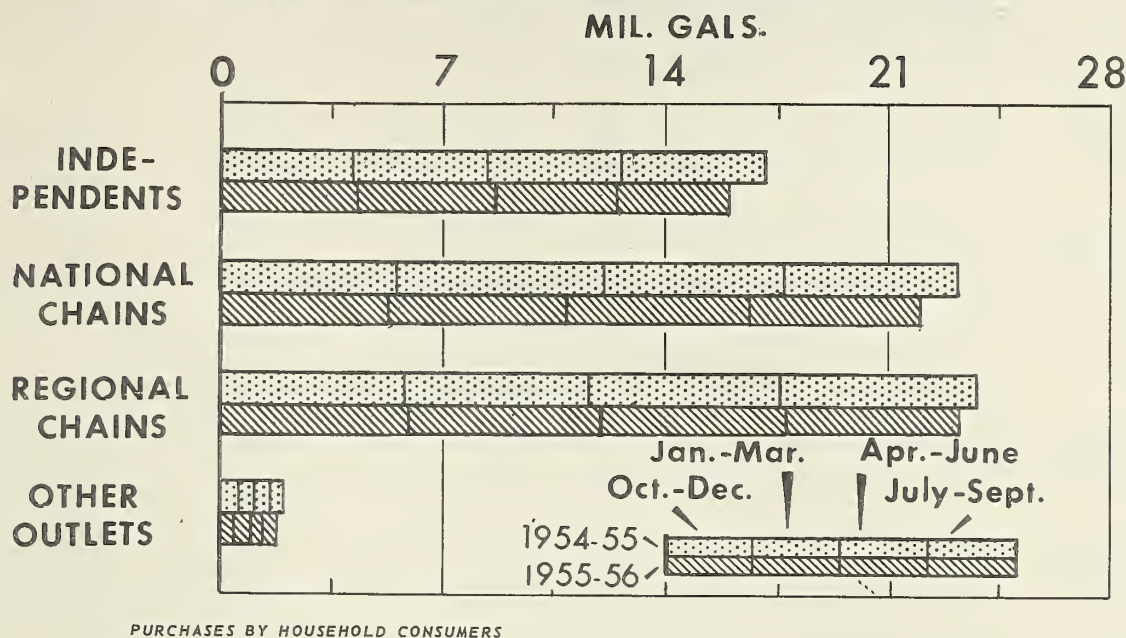
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Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	15,974	7,483	3,857	1,991	1,238	1,405	15.9	15.4	16.4	15.5	16.7	16.0
January-March	17,115	7,401	4,660	2,194	1,222	1,638	14.5	14.2	14.4	14.0	15.6	15.2
April-June	16,328	7,241	4,168	2,048	1,278	1,593	15.3	15.0	15.6	14.8	15.7	15.7
July-September	16,484	6,957	4,426	2,202	1,294	1,605	16.2	16.4	16.3	15.5	16.7	16.1
Total	65,901	29,082	17,111	8,435	5,032	6,241						
1955-56												
October-December	15,822	6,551	4,358	2,043	1,104	1,766	16.6	16.7	16.8	16.2	17.2	16.4
January-March	16,394	6,933	4,547	2,081	1,139	1,694	16.7	16.5	16.6	16.3	17.5	16.9
April-June	15,876	6,791	4,333	2,108	1,137	1,507	16.5	16.2	16.6	16.2	17.3	17.1
July-September	14,865	6,116	4,140	2,026	1,141	1,442	17.2	17.0	17.2	16.8	17.8	17.8
Total	62,957	26,391	17,378	8,258	4,521	6,409						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1954-55												
October-December	19.1	19.3	18.0	20.2	19.1	19.1	99.7	171.0	84.0	52.3	74.0	89.1
January-March	20.3	20.3	20.5	21.2	19.5	19.6	106.7	170.1	102.1	56.2	74.8	103.0
April-June	19.4	19.7	18.8	20.5	19.6	18.9	101.1	164.3	90.0	52.7	77.9	100.0
July-September	18.9	18.6	18.9	19.5	18.5	19.3	102.9	160.0	96.8	56.9	78.6	101.4
1955-56												
October-December	19.2	18.8	19.2	19.9	17.7	20.2	98.2	148.1	94.7	52.7	67.5	111.4
January-March	19.9	19.6	20.4	20.6	17.9	20.3	101.6	157.7	99.0	54.0	67.2	106.3
April-June	20.1	20.0	20.0	21.1	19.1	20.1	97.9	154.1	94.0	53.7	67.7	94.0
July-September	19.5	19.6	19.4	20.5	18.1	19.4	92.0	138.6	90.0	52.5	70.4	86.5

# WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



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Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/	Independ- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	4,107	5,517	5,791	15,974	17.7	14.9	15.3	15.9	16.9	20.5	19.5	19.1
January-March	4,231	6,533	5,891	17,115	16.3	13.3	14.2	14.5	17.5	22.8	20.2	20.3
April-June	4,202	5,777	5,859	16,328	16.8	14.4	14.9	15.3	17.3	21.0	19.5	19.4
July-September	4,513	5,307	6,177	16,484	17.4	15.7	15.8	16.2	17.1	19.8	19.4	18.9
Total	17,053	23,134	23,718	65,901								
1955-56												
October-December	4,262	5,251	5,907	15,822	17.7	15.9	16.4	16.6	17.8	20.2	19.1	19.2
January-March	4,272	5,580	6,064	16,394	18.0	15.8	16.3	16.7	18.2	20.9	19.9	19.9
April-June	3,867	5,799	5,755	15,876	18.1	15.5	16.1	16.5	17.7	21.6	20.3	20.1
July-September	3,631	5,331	5,471	14,865	18.6	16.3	17.0	17.2	17.2	21.1	19.6	19.5
Total	16,032	21,961	23,197	62,957								

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.



Table 3.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 6-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	568	131	142	47	83	165	15.7	16.6	16.4	16.4	17.2	14.0
January-March	493	132	116	1/	83	130	15.9	16.4	16.4	1/	16.7	14.8
April-June	3,038	1,142	993	294	266	343	14.2	14.7	14.0	14.3	14.9	13.2
July-September	5,783	2,203	1,904	427	446	803	13.6	14.2	13.8	13.8	14.3	12.1
Total	9,882	3,608	3,155	800	878	1,441						
1955-56												
October-December	593	142	142	88	100	121	14.1	14.7	14.6	14.8	14.0	13.3
January-March	528	111	148	63	92	114	14.7	14.8	15.2	15.0	15.3	13.8
April-June	3,118	979	1,092	307	375	365	13.7	14.1	13.9	14.4	13.9	12.3
July-September	4,627	1,632	1,394	419	430	752	13.2	13.7	13.3	14.2	13.5	11.9
Total	8,866	2,864	2,776	877	997	1,352						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Gallons	Gallons	Gallons	Gallons	Gallons	Gallons
1954-55												
October-December	14.8	12.5	16.1	14.3	15.2	15.2	3.5	3.0	3.1	1.2	5.0	10.5
January-March	14.1	12.7	14.6	1/	14.3	15.1	3.1	3.0	2.5	1/	5.1	8.2
April-June	16.9	16.3	17.8	15.9	15.6	17.9	18.8	25.9	21.5	7.6	16.2	21.5
July-September	18.5	17.5	19.6	18.2	17.0	19.3	36.1	50.7	41.7	11.0	27.1	50.8
1955-56												
October-December	15.5	13.3	17.4	16.3	16.6	14.6	3.7	3.2	3.1	2.3	6.1	7.6
January-March	14.3	12.4	16.9	13.0	14.7	13.9	3.3	2.5	3.2	1.6	5.4	7.2
April-June	18.1	17.2	19.3	17.7	17.9	17.9	19.2	22.2	23.7	7.8	22.3	22.8
July-September	19.6	18.0	22.1	18.4	18.1	20.5	28.6	37.0	30.3	10.9	26.5	45.1

1/ Too few purchases reported for analysis.

Table 4.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 6-ounce can				Average size of purchase			
	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets	Independent grocer-	National chains	Regional chains	All retail outlets
	ies			1/	ies			1/	ies			1/
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 gallons	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	170	194	170	568	16.9	15.1	14.9	15.7	12.7	15.5	15.7	14.8
January-March	150	171	141	493	17.5	15.2	15.0	15.9	13.9	14.2	13.2	14.1
April-June	763	1,015	1,172	3,038	15.5	13.5	13.7	14.2	15.5	17.2	17.2	16.9
July-September	1,433	2,027	2,168	5,783	15.1	12.8	13.1	13.6	16.3	19.8	18.7	18.5
Total	2,515	3,413	3,651	9,882								
1955-56												
October-December	131	211	210	593	15.2	13.8	13.3	14.1	14.4	16.1	15.0	15.5
January-March	137	186	164	528	16.8	14.2	14.0	14.7	12.5	14.2	14.6	14.3
April-June	792	1,013	1,240	3,118	14.9	13.1	13.2	13.7	16.1	18.4	18.9	18.1
July-September	1,027	1,493	2,019	4,627	14.6	12.8	12.7	13.2	16.9	20.6	20.8	19.6
Total	2,087	2,903	3,633	8,866								

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.



Table 5.-- Canned "single-strength" orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1954 to date

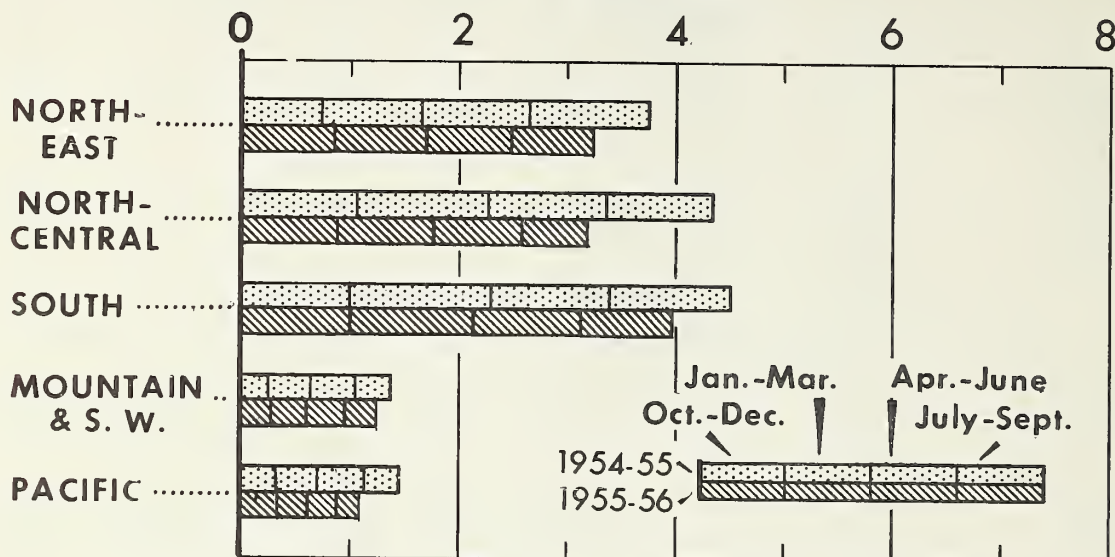
Period	Consumer purchases									
	United States	Region						Retail outlet <sup>1/</sup>		
		North-east	North Central	South	Mountain-Southwest	Pacific	Indepen- dent groceries:	National chains	Regional chains	
	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>	1,000 cases <sup>2/</sup>
1954-55										
October-December	1,070	274	248	286	169	93	277	395	384	
January-March	1,066	220	303	219	191	133	307	369	350	
April-June	1,356	211	521	270	210	144	448	421	457	
July-September	1,584	234	611	332	190	217	475	552	503	
1955-56										
October-December	1,071	150	343	298	159	121	335	330	372	
January-March	1,277	181	418	341	197	140	467	310	470	
April-June	1,758	278	612	437	230	201	628	433	657	
July-September	1,981	264	700	465	257	295	786	421	755	
Average price per 46-ounce can										
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1954-55										
October-December	28.2	28.7	29.0	27.9	28.3	26.8	29.4	27.2	28.1	
January-March	28.1	28.4	29.1	28.3	27.4	26.4	29.0	27.3	28.1	
April-June	27.3	28.1	27.3	27.5	27.3	26.5	27.9	26.3	27.4	
July-September	26.4	27.4	26.4	27.3	26.2	25.3	27.3	25.6	26.2	
1955-56										
October-December	27.7	27.6	28.3	27.8	26.8	27.3	28.2	26.9	27.8	
January-March	27.9	28.7	28.0	28.2	26.9	27.6	28.2	27.1	28.1	
April-June	26.8	27.3	26.4	27.2	26.9	26.3	27.2	26.4	26.7	
July-September	26.2	27.3	26.0	27.5	25.9	24.7	26.8	25.7	25.7	
Average size of purchase										
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
1954-55										
October-December	61.9	64.9	58.1	58.2	62.0	73.2	61.1	69.0	56.7	
January-March	61.5	62.8	56.4	56.7	64.2	72.8	64.0	65.6	56.4	
April-June	66.1	62.6	71.6	57.3	67.6	68.2	67.6	67.8	64.2	
July-September	69.3	62.9	75.4	57.3	65.5	86.0	73.6	73.4	62.7	
1955-56										
October-December	63.2	58.7	67.3	60.4	62.9	64.5	66.5	61.3	61.9	
January-March	65.3	58.8	69.2	62.2	67.5	65.9	69.2	64.3	62.5	
April-June	72.3	62.3	78.2	65.9	71.3	83.5	75.0	71.8	70.0	
July-September	74.2	62.5	82.0	67.0	68.9	85.8	76.2	74.1	72.4	
Purchases per 1,000 capita										
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific				
	Cases <sup>2/</sup>	Cases <sup>2/</sup>	Cases <sup>2/</sup>	Cases <sup>2/</sup>	Cases <sup>2/</sup>	Cases <sup>2/</sup>	Cases <sup>2/</sup>	Cases <sup>2/</sup>	Cases <sup>2/</sup>	Cases <sup>2/</sup>
1954-55										
October-December	6.7	6.3	5.4	7.5	10.1	5.9				
January-March	6.6	5.1	6.6	5.6	11.7	8.4				
April-June	8.4	4.8	11.3	6.9	12.8	9.0				
July-September	9.9	5.4	13.4	8.6	11.5	13.7				
1955-56										
October-December	6.6	3.4	7.5	7.7	9.7	7.6				
January-March	7.9	4.1	9.1	8.8	11.6	8.8				
April-June	10.8	6.3	13.3	11.1	13.7	12.5				
July-September	12.3	6.0	15.2	12.1	15.8	17.7				

<sup>1/</sup> Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

<sup>2/</sup> Equivalent cases of 24 No. 2 cans--432 ounces per case.

# CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES\*



\*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3003-56 (11) AGRICULTURAL MARKETING SERVICE

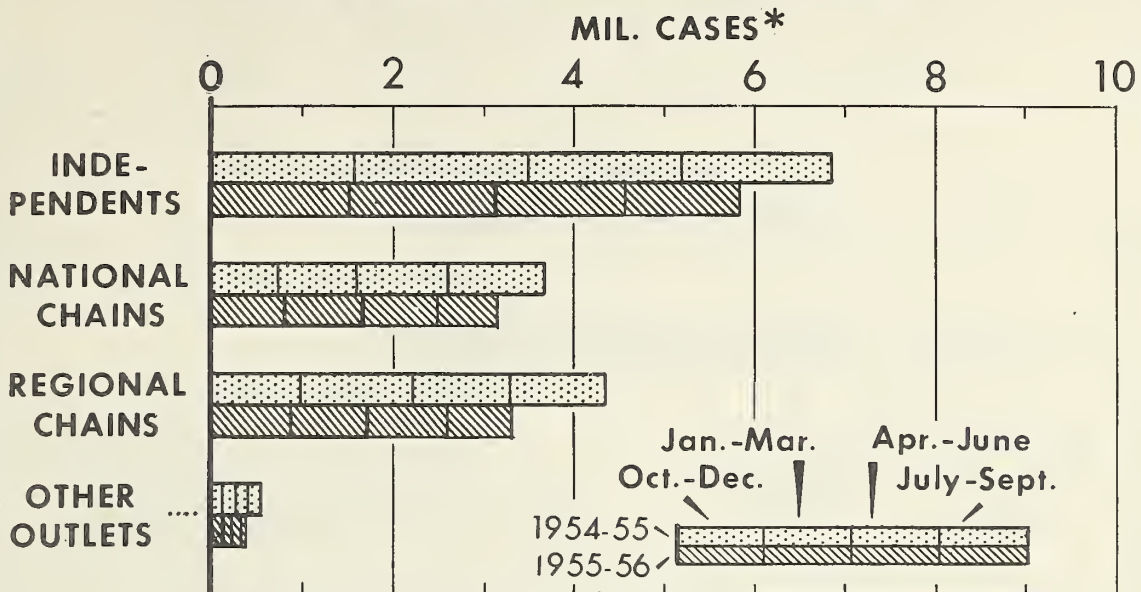
Figure 3

Table 6.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	3,381	748	1,053	993	254	333	32.5	31.6	31.7	30.6	36.6	37.3
January-March	4,210	941	1,219	1,285	393	372	30.3	29.1	29.7	29.2	33.3	33.4
April-June	3,924	948	1,063	1,093	389	431	30.5	28.9	30.2	29.8	32.7	32.9
July-September	3,910	1,114	977	1,136	347	336	31.4	30.1	31.2	30.6	33.2	35.5
Total	15,425	3,751	4,312	4,507	1,383	1,472						
1955-56												
October-December	3,351	840	892	992	284	343	32.7	31.8	32.6	31.2	34.9	35.7
January-March	3,450	854	863	1,118	338	277	33.1	31.7	33.3	31.9	34.9	37.2
April-June	3,195	793	832	991	323	256	34.1	32.0	34.0	33.1	36.8	38.2
July-September	2,755	724	598	890	313	230	35.8	35.3	36.6	34.2	37.4	39.5
Total	12,751	3,211	3,185	3,991	1,258	1,106						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	56.0	56.7	62.4	54.3	51.8	51.1	21.1	17.1	23.0	26.1	15.2	21.1
January-March	59.4	59.9	65.6	58.4	55.2	54.1	26.3	21.6	26.7	33.0	24.0	23.4
April-June	58.8	58.9	62.1	56.7	58.3	58.2	24.3	21.5	23.0	28.1	23.7	27.1
July-September	57.2	62.3	57.5	57.0	54.8	50.4	24.4	25.6	21.4	29.3	21.1	21.2
1955-56												
October-December	55.3	56.8	54.9	56.0	53.9	53.4	20.8	19.0	19.4	25.6	17.4	21.6
January-March	54.7	56.2	57.6	53.6	55.0	49.5	21.4	19.4	18.8	29.0	19.9	17.4
April-June	54.3	54.9	61.5	52.4	52.9	47.7	19.7	18.0	18.0	25.3	19.2	16.0
July-September	52.5	54.6	53.4	51.7	51.8	50.1	17.1	16.4	13.0	23.1	19.3	13.8

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

# WHERE CONSUMERS BUY CANNED ORANGE JUICE



\*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3004-56(11) AGRICULTURAL MARKETING SERVICE

Figure 4

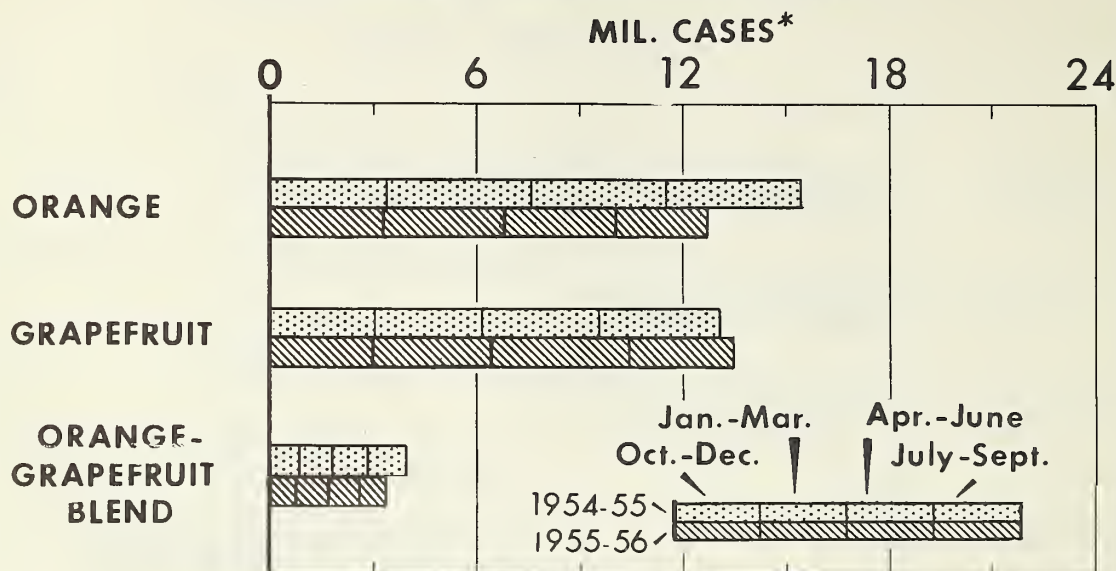
Table 7.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	1,577	735	971	3,381	34.4	29.8	31.4	32.5	53.1	61.1	57.8	56.0
January-March	1,943	870	1,255	4,210	32.1	27.0	28.8	30.3	57.5	62.1	61.9	59.4
April-June	1,691	998	1,090	3,924	32.6	27.5	29.3	30.5	55.3	64.4	59.4	58.8
July-September	1,656	1,086	1,030	3,910	33.1	29.0	30.5	31.4	54.7	60.0	58.9	57.2
Total	6,867	3,689	4,346	15,425								
1955-56												
October-December	1,523	812	894	3,351	33.9	30.8	31.8	32.7	54.9	56.4	55.6	55.3
January-March	1,627	862	864	3,450	34.7	30.4	32.2	33.1	54.0	57.5	54.5	54.7
April-June	1,427	816	857	3,195	35.8	31.5	33.2	34.1	53.7	57.2	52.9	54.3
July-September	1,272	660	754	2,755	36.7	34.2	35.6	35.8	52.4	54.7	50.8	52.5
Total	5,849	3,150	3,369	12,751								

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

# CONSUMER PURCHASES OF CANNED CITRUS JUICES



\*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3005-56 (11) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 8.-- Canned citrus juices: Consumer purchases by quarters, October-December 1954 to date

Period	Orange		Grapefruit		Orange-grapefruit blend	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/
October-December	3,351	3,381	3,059	3,060	800	824
January-March	3,450	4,210	3,380	3,097	906	971
April-June	3,195	3,924	3,931	3,436	886	984
July-September	2,755	3,910	3,040	3,495	785	1,099
Total	12,751	15,425	13,410	13,088	3,377	3,878

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.



Table 9.-- Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North-Central	South	Mountain-Southwest	Pacific	United States	North-east	North-Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	3,060	790	791	656	356	467	24.2	23.5	23.2	23.5	25.6	25.9
January-March	3,097	863	764	620	367	483	25.0	24.7	24.9	24.3	25.4	25.9
April-June	3,436	999	916	697	421	443	24.7	23.4	24.0	23.3	26.4	26.9
July-September	3,495	1,012	882	763	397	441	24.2	23.4	23.5	23.2	25.9	25.7
Total	13,088	3,624	3,353	2,736	1,541	1,834						
1955-56												
October-December	3,059	795	801	641	369	453	25.3	24.6	25.4	24.2	26.1	26.3
January-March	3,380	874	979	725	403	399	24.9	23.8	24.5	23.6	26.6	27.0
April-June	3,931	1,133	1,135	720	482	461	24.5	23.3	23.8	23.3	26.2	26.9
July-September	3,040	851	790	588	408	403	26.7	26.0	26.9	25.3	27.6	28.0
Total	13,410	3,653	3,705	2,674	1,662	1,716						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	62.4	62.8	68.0	60.3	58.4	62.1	19.1	18.0	17.2	17.3	21.3	29.6
January-March	62.6	60.3	66.5	64.6	59.6	62.1	19.3	19.8	16.7	15.9	22.5	30.4
April-June	66.5	64.1	73.1	67.1	65.9	62.1	21.3	21.8	19.8	18.0	25.6	27.8
July-September	66.8	66.9	72.0	66.9	63.6	63.6	21.8	23.3	19.3	19.7	24.1	27.9
1955-56												
October-December	63.7	63.8	66.1	62.4	62.2	63.5	19.0	18.0	17.4	16.5	22.5	28.6
January-March	65.8	62.8	72.3	67.5	62.3	62.7	21.0	19.9	21.3	18.8	23.8	25.0
April-June	66.9	64.0	75.3	64.5	63.8	66.0	24.2	25.7	24.6	18.3	28.7	28.7
July-September	62.1	61.1	64.5	59.3	62.3	64.3	18.8	19.3	17.2	15.3	25.2	24.2

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 10.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	1,046	1,042	932	3,060	26.6	21.8	23.7	24.2	56.4	69.1	65.3	62.4
January-March	1,110	1,021	904	3,097	27.2	22.9	24.3	25.0	57.4	67.6	64.2	62.6
April-June	1,223	1,284	880	3,436	27.3	22.4	23.9	24.7	61.1	71.9	68.2	66.5
July-September	1,135	1,376	947	3,495	26.6	22.2	23.8	24.2	60.5	76.2	65.1	66.8
Total	4,514	4,723	3,663	13,088								
1955-56												
October-December	1,047	1,133	844	3,059	27.3	23.8	24.6	25.3	57.9	69.5	65.1	63.7
January-March	1,053	1,272	1,018	3,380	26.8	23.2	24.7	24.9	60.9	72.7	64.7	65.8
April-June	1,288	1,357	1,242	3,931	26.7	22.7	23.8	24.5	62.0	74.1	66.8	66.9
July-September	1,005	1,034	976	3,040	28.6	25.0	26.1	26.7	56.1	71.2	62.1	62.1
Total	4,393	4,796	4,080	13,410								

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 11.--Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per 46-ounce can					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	1,000 cases 1/	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	824	371	234	84	2/	96	29.7	27.5	30.1	27.5	2/	34.1
January-March	971	423	272	110	53	113	27.8	25.9	28.4	26.6	31.3	30.4
April-June	984	372	321	141	57	93	28.0	26.1	28.0	26.1	32.3	31.8
July-September	1,099	506	307	168	38	80	28.6	27.7	28.4	26.8	32.2	32.8
Total	3,878	1,672	1,134	503	187	382						
1955-56												
October-December	800	322	256	87	54	81	30.4	29.1	30.6	27.4	33.7	33.1
January-March	906	349	351	96	51	59	29.5	28.1	29.3	28.2	33.4	34.3
April-June	886	388	288	92	46	72	29.7	27.4	29.9	28.3	34.7	33.6
July-September	785	336	235	75	58	81	31.7	30.2	32.2	28.7	35.2	35.0
Total	3,377	1,395	1,130	350	209	293						
Period	Average size of purchase						Purchases per 1,000 capita					
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/	Cases 1/
1954-55												
October-December	52.1	56.8	49.9	55.2	2/	45.5	5.1	8.5	5.1	2.2	2/	6.1
January-March	59.5	59.3	61.3	69.8	61.4	50.2	6.1	9.7	6.0	2.8	3.2	7.1
April-June	59.2	57.3	67.3	64.7	56.2	48.5	6.1	8.4	6.9	3.6	3.5	5.8
July-September	56.7	56.2	59.1	66.8	46.7	48.0	6.9	11.6	6.7	4.3	2.3	5.1
1955-56												
October-December	51.9	51.9	52.4	56.7	46.9	50.8	4.9	7.3	5.6	2.2	3.3	5.1
January-March	57.8	57.2	59.6	65.3	63.2	44.2	5.6	7.9	7.6	2.5	3.0	3.7
April-June	53.9	54.1	58.2	60.5	47.1	45.0	5.5	8.8	6.3	2.3	2.7	4.5
July-September	51.8	52.9	54.4	58.3	48.0	43.3	4.9	7.6	5.1	1.9	3.6	4.9

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.  
2/ Too few purchases reported for analysis.

Table 12.--Canned single-strength orange-grapefruit blended juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per 46-ounce can				Average size of purchase			
	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/	Independent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Cents	Cents	Cents	Cents	Ounces	Ounces	Ounces	Ounces
1954-55												
October-December	252	235	332	824	32.7	26.4	28.9	29.7	48.4	55.8	54.3	52.1
January-March	289	316	349	971	31.6	24.7	26.5	27.8	56.0	60.2	61.2	59.5
April-June	264	378	323	984	31.9	24.7	27.2	28.0	54.0	62.6	59.8	59.2
July-September	299	411	373	1,099	31.9	26.2	27.9	28.6	51.4	58.8	60.2	56.7
Total	1,104	1,340	1,377	3,878								
1955-56												
October-December	268	231	291	800	32.8	28.5	29.1	30.4	51.1	53.6	51.7	51.9
January-March	264	315	322	906	32.5	27.2	29.0	29.5	54.1	61.9	58.3	57.8
April-June	219	366	291	886	33.2	26.9	29.5	29.7	50.4	57.6	53.5	53.9
July-September	206	267	309	785	34.7	30.2	30.4	31.7	47.2	52.1	55.9	51.8
Total	957	1,179	1,213	3,377								

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.  
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 13.--Canned single-strength juices: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States by regions and type of retail outlets, July-September 1956

Item	Consumer purchases								
	United States	Region					Retail outlet 1/		
		Northeast	North Central	South	Mountain-Southwest	Pacific	Independent groceries	National chains	Regional chains
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/
Orange	2,755	724	598	890	313	230	1,272	660	754
Grapefruit	3,040	851	790	588	408	403	1,005	1,034	976
Orange-grapefruit blend	785	336	235	75	58	81	206	267	309
Lemon	279	95	100	24	19	41	81	82	112
Grape	602	204	140	111	78	69	179	191	218
Pineapple	4,147	1,637	713	647	445	705	1,161	1,230	1,690
Prune	2,010	1,072	360	271	163	144	599	454	924
Tomato	4,361	1,465	1,050	599	501	746	1,412	1,068	1,783
Total 3/	21,583	8,042	4,836	3,451	2,223	3,031	6,920	5,878	8,431
Average price per can 4/									
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Orange	35.8	35.3	36.6	34.2	37.4	39.5	36.7	34.2	35.6
Grapefruit	26.7	26.0	26.9	25.3	27.6	28.0	28.6	25.0	26.1
Orange-grapefruit blend	31.7	30.2	32.2	28.7	35.2	35.0	34.7	30.2	30.4
Lemon	12.2	12.2	12.6	13.5	14.1	11.5	12.5	12.1	11.9
Grape	33.1	32.4	33.1	33.1	34.8	32.5	36.7	30.1	32.5
Pineapple	27.3	26.6	29.3	28.9	28.9	24.6	29.0	26.3	26.4
Prune	32.6	30.7	34.8	33.8	35.1	32.2	34.4	32.2	31.5
Tomato	29.1	30.5	30.3	30.8	30.5	24.7	30.2	28.8	28.2
Average size of purchase									
	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces	Ounces
Orange	52.5	54.6	53.4	51.7	51.8	50.1	52.4	54.7	50.8
Grapefruit	62.1	61.1	64.5	59.3	62.3	64.3	56.1	71.2	62.1
Orange-grapefruit blend	51.8	52.9	54.4	58.3	48.0	43.3	47.2	52.1	55.9
Lemon	15.8	16.6	19.2	13.9	11.9	13.8	14.3	15.8	17.2
Grape	28.2	27.3	27.3	26.6	29.2	32.8	28.3	29.0	27.6
Pineapple	59.1	57.3	57.4	52.1	59.8	70.3	57.2	62.6	58.2
Prune	39.0	40.1	38.5	35.2	38.7	42.0	37.0	39.3	40.5
Tomato	52.6	48.2	54.7	48.8	48.1	64.3	50.0	52.9	55.0
Purchases per 1,000 capita									
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific			
	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/	Cases 2/			
Orange	17.1	16.4	13.0	23.1	19.3	13.8			
Grapefruit	18.8	19.3	17.2	15.3	25.2	24.2			
Orange-grapefruit blend	4.9	7.6	5.1	1.9	3.6	4.9			
Lemon	1.7	2.2	2.2	0.6	1.2	2.4			
Grape	3.7	4.6	3.1	2.9	4.8	4.1			
Pineapple	25.7	37.1	15.5	16.8	27.4	42.3			
Prune	12.4	24.3	7.8	7.0	10.1	8.6			
Tomato	27.0	33.2	22.8	15.5	30.9	44.8			

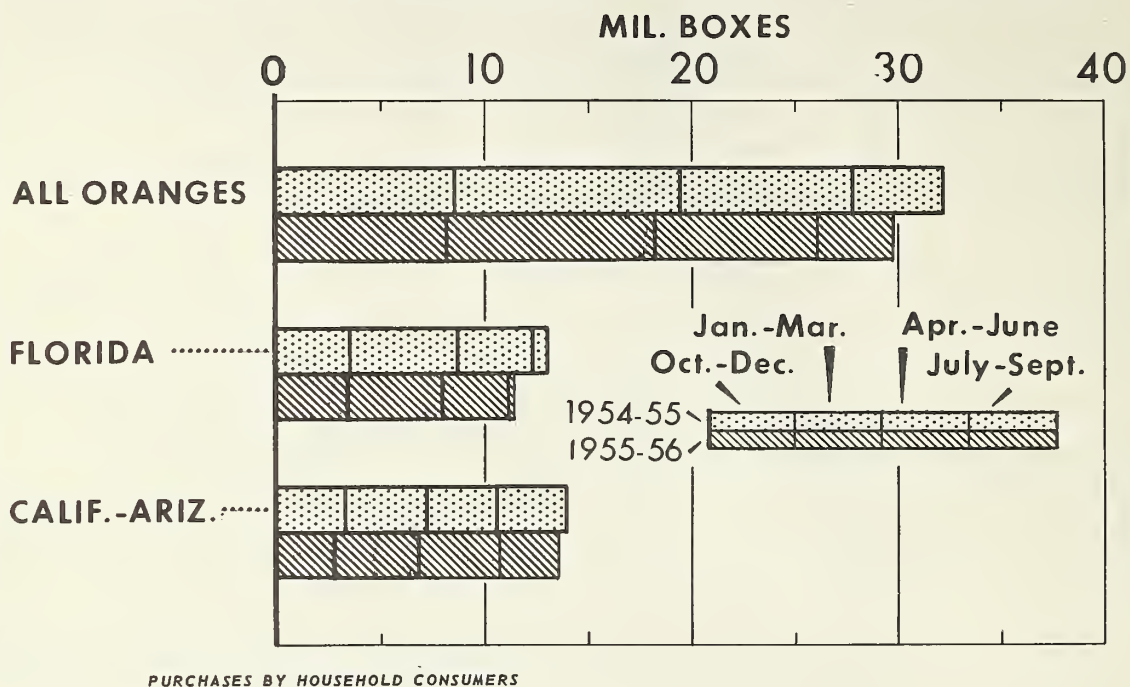
1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Includes purchases of other miscellaneous canned single-strength juice.

4/ 46-ounce can, except lemon juice, 5½-ounce can; prune juice, 32-ounce bottle; and grape juice, 24-ounce bottle.

# CONSUMER PURCHASES OF ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3006-56(11) AGRICULTURAL MARKETING SERVICE

Figure 6

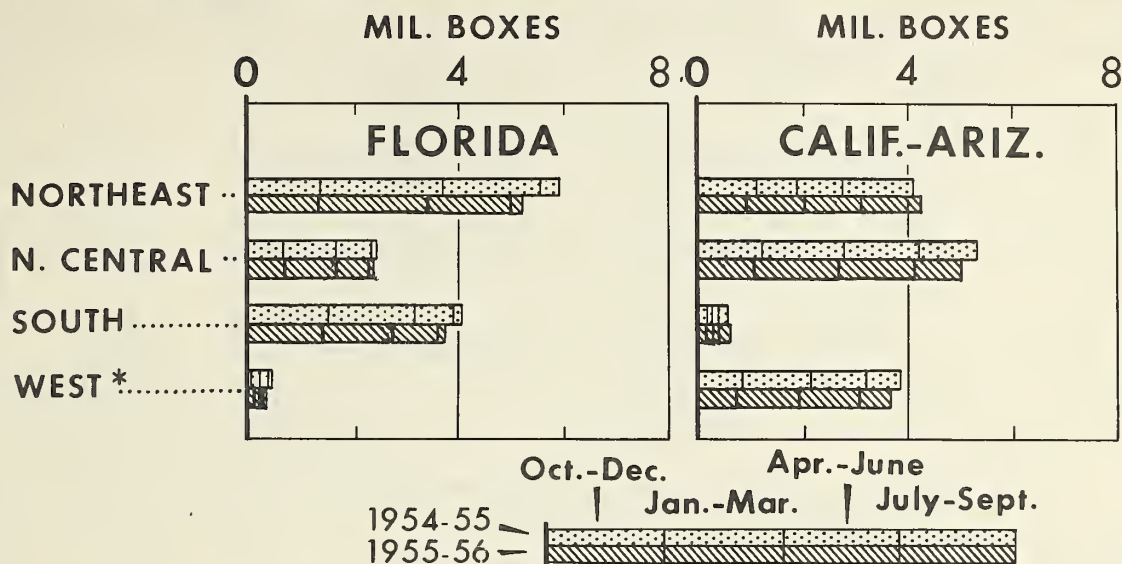
Table 14.--Oranges: Consumer purchases, by quarters, October-December 1954 to date

Period	All oranges <sup>1/</sup>	Florida	California-Arizona	Unidentified
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
1954-55				
October-December	8,612	3,660	3,271	1,321
January-March	10,931	5,044	3,935	1,650
April-June	8,215	3,561	3,430	1,156
July-September	4,512	654	3,282	549
Total	32,270	12,919	13,918	4,676
1955-56				
October-December	8,020	3,618	2,953	1,150
January-March	10,146	4,452	3,991	1,420
April-June	7,875	3,067	3,735	1,001
July-September	3,834	502	2,836	456
Total	29,875	11,639	13,515	4,027

<sup>1/</sup> Includes small quantities of oranges from other States which are not included as unidentified.



# FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



\* INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS  
PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3007-56 (11) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 15.-- Oranges: Consumer purchases, United States and regions, by quarters, October-December 1954 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
<b>Florida</b>												
October-December	3,618	3,660	1,377	1,386	702	695	1,425	1,502	93	63	21	1/
January-March	4,452	5,044	2,028	2,317	990	1,022	1,333	1,514	90	186	1/	1/
April-June	3,067	3,561	1,582	1,897	584	628	822	881	75	138	1/	17
July-September	502	654	268	346	73	94	145	187	1/	1/	1/	1/
Total	11,639	12,919	5,255	5,946	2,349	2,439	3,725	4,084	273	412	37	38
<b>California-Arizona</b>												
October-December	2,953	3,271	994	1,019	1,072	1,219	153	164	242	306	492	563
January-March	3,991	3,935	1,046	891	1,583	1,604	122	128	341	345	899	967
April-June	3,735	3,430	1,038	872	1,470	1,419	120	77	331	324	776	738
July-September	2,836	3,282	1,171	1,321	974	1,139	158	175	172	227	361	420
Total	13,515	13,918	4,249	4,103	5,099	5,381	553	544	1,086	1,202	2,528	2,688
<b>All oranges 2/</b>												
October-December	8,020	8,612	2,669	2,758	2,119	2,311	2,009	2,168	610	679	613	696
January-March	10,146	10,931	3,508	3,711	2,961	3,144	1,819	2,050	744	849	1,114	1,177
April-June	7,875	8,215	2,922	3,111	2,317	2,379	1,136	1,213	544	585	956	927
July-September	3,834	4,512	1,591	1,854	1,160	1,389	389	477	254	307	440	485
Total	29,875	32,270	10,690	11,434	8,557	9,223	5,353	5,908	2,152	2,420	3,123	3,285

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

Table 16.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	33.6	28.7	38.4	33.5	34.6	31.7	29.6	24.7	38.9	33.9	48.3	1/
January-March	39.0	33.3	44.5	38.4	41.3	36.1	32.0	26.9	41.4	33.4	1/	1/
April-June	44.0	38.6	48.5	41.9	45.5	40.5	36.7	31.4	46.2	42.9	1/	53.9
July-September	48.5	45.2	53.4	49.4	45.1	45.4	43.0	40.0	1/	1/	1/	1/
California-Arizona												
October-December	47.9	47.6	52.5	54.9	48.8	48.6	38.4	37.0	54.2	49.3	41.6	41.5
January-March	48.5	43.6	58.1	56.1	50.1	46.5	43.3	37.4	50.8	44.5	41.1	35.3
April-June	53.9	46.3	65.3	58.8	53.7	47.8	48.4	43.8	60.4	47.8	45.0	37.1
July-September	44.1	44.7	46.3	48.5	43.2	44.2	46.7	44.3	53.4	52.9	37.3	36.2
All oranges 2/												
October-December	39.7	36.9	44.3	41.6	42.8	41.2	31.1	26.9	42.7	40.2	41.3	40.8
January-March	43.3	38.1	49.5	43.6	46.4	42.2	33.7	28.6	43.4	38.6	40.4	35.1
April-June	49.8	42.8	55.8	47.7	51.6	45.4	38.6	33.4	55.4	45.9	44.8	37.9
July-September	44.5	44.6	47.5	48.5	43.3	44.5	44.6	42.0	52.3	50.5	37.2	35.9
Average size of purchase												
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	15.7	16.8	13.9	14.1	14.8	15.4	18.2	20.0	12.7	14.4	9.7	1/
January-March	13.8	14.6	12.5	12.8	14.4	14.0	15.4	17.1	11.8	15.0	1/	1/
April-June	12.7	13.5	12.1	12.6	12.8	13.5	13.6	15.3	12.1	12.9	1/	11.3
July-September	11.7	12.0	11.8	11.7	13.8	13.8	11.2	11.6	1/	1/	1/	1/
California-Arizona												
October-December	12.2	11.8	11.4	10.6	11.8	11.2	14.4	14.9	11.0	12.3	13.7	13.3
January-March	11.7	12.7	9.5	9.7	11.5	12.1	12.5	13.2	11.5	12.4	13.6	15.5
April-June	11.1	12.4	9.2	9.7	11.3	12.1	11.5	12.0	9.9	12.6	13.0	15.2
July-September	13.2	12.5	13.7	12.4	13.4	12.4	11.2	11.6	10.0	11.0	14.7	14.3
All oranges 2/												
October-December	13.7	14.0	12.6	12.3	12.9	12.7	16.6	18.1	12.4	13.2	13.6	13.4
January-March	12.5	13.3	11.0	11.6	12.3	12.7	14.1	15.6	12.3	13.2	13.6	15.2
April-June	11.6	12.6	10.5	11.3	11.7	12.4	12.8	13.8	10.2	12.0	13.0	14.8
July-September	13.1	12.3	13.3	12.2	13.4	12.4	11.3	11.1	10.2	11.1	15.2	14.3
Purchases per 1,000 capita												
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	22.4	22.8	31.1	31.7	15.3	15.1	36.8	39.4	5.7	3.8	1.3	1/
January-March	26.5	31.5	44.3	53.3	20.7	22.4	33.2	38.8	5.1	11.3	1/	1/
April-June	18.9	22.0	35.9	43.1	12.7	13.6	20.9	22.7	4.5	8.4	1/	1.1
July-September	3.1	4.1	6.1	8.0	1.6	2.1	3.8	4.8	1/	1/	1/	1/
California-Arizona												
October-December	18.3	20.4	22.5	23.3	23.3	26.5	3.9	4.3	14.8	18.3	31.1	35.7
January-March	24.7	24.5	23.8	20.5	34.5	35.2	3.2	3.3	20.1	21.1	56.4	60.8
April-June	23.0	21.2	23.6	19.8	31.9	30.7	3.1	2.0	19.7	19.7	48.4	46.3
July-September	17.5	20.5	26.5	30.4	21.2	24.9	4.1	4.5	10.6	13.8	21.7	26.6
All oranges 2/												
October-December	49.7	53.6	60.4	63.0	46.1	50.2	51.8	56.9	37.3	40.6	38.7	44.2
January-March	61.5	68.2	77.7	85.4	63.4	68.9	45.6	52.6	43.0	51.9	69.5	74.0
April-June	48.5	50.8	66.4	70.7	50.3	51.4	29.0	31.3	32.4	35.6	59.6	58.2
July-September	23.7	28.2	36.0	42.7	25.3	30.4	10.2	12.3	15.7	18.7	26.4	30.7

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

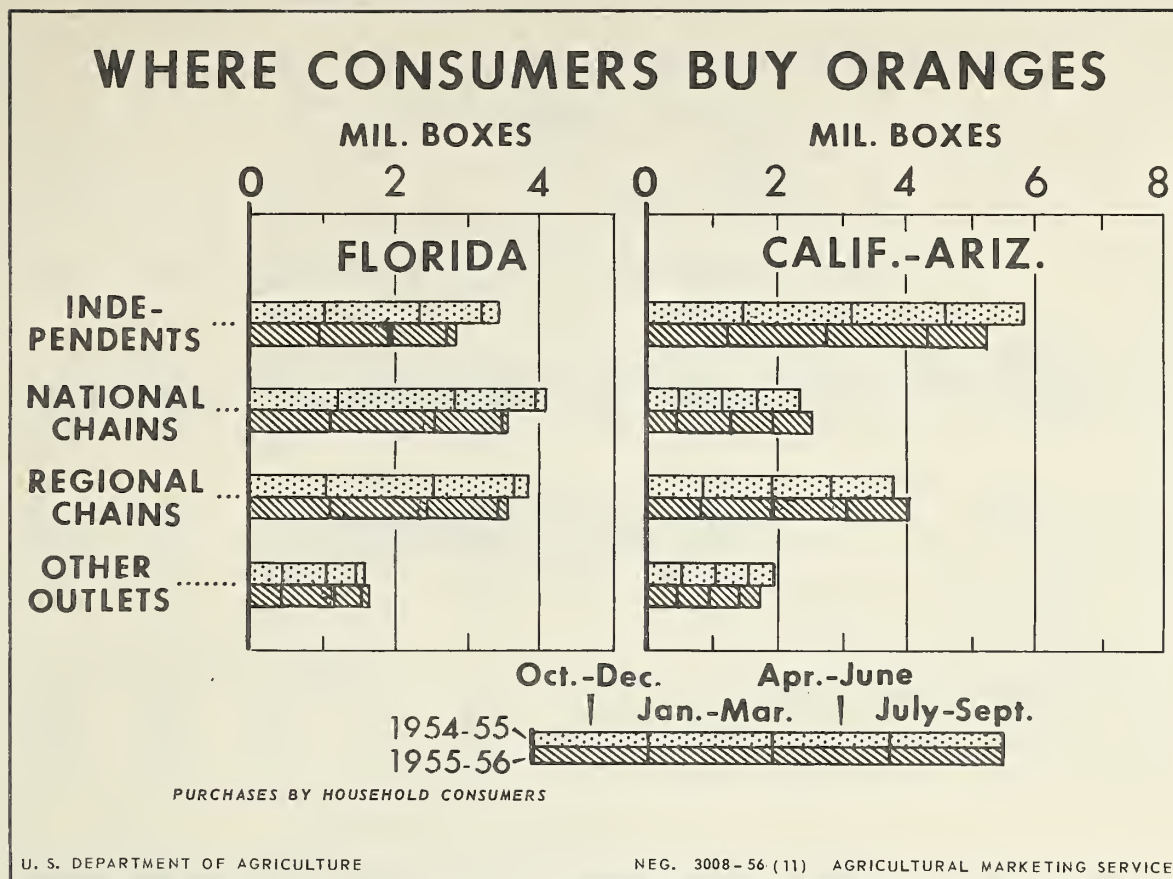


Figure 8

Table 17.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets 1/	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
<b>Florida</b>								
October-December	945	1,047	1,124	1,176	1,114	1,026	3,618	3,660
January-March	1,033	1,284	1,380	1,669	1,311	1,479	4,452	5,044
April-June	716	885	989	1,106	997	1,136	3,067	3,561
July-September	169	202	76	133	177	208	502	654
Total	2,863	3,418	3,569	4,084	3,599	3,849	11,639	12,919
<b>California-Arizona</b>								
October-December	1,234	1,455	451	455	812	841	2,953	3,271
January-March	1,531	1,671	814	671	1,174	1,071	3,991	3,935
April-June	1,566	1,475	657	553	1,068	914	3,735	3,430
July-September	887	1,206	609	670	976	959	2,836	3,282
Total	5,218	5,807	2,531	2,349	4,030	3,785	13,515	13,918
<b>All oranges 2/</b>								
October-December	2,818	3,169	1,814	1,960	2,292	2,281	8,020	8,612
January-March	3,241	3,757	2,506	2,713	2,930	3,052	10,146	10,931
April-June	2,671	2,867	1,857	1,875	2,384	2,377	7,875	8,215
July-September	1,270	1,640	769	899	1,301	1,329	3,834	4,512
Total	10,000	11,433	6,946	7,447	8,907	9,039	29,875	32,270

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Includes Texas oranges and oranges not identified as to origin.



Table 18.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen							
	Independent		National		Regional		All retail	
	groceries		chains		chains		outlets <sup>1/</sup>	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	34.4	30.4	33.1	27.7	33.9	28.8	33.6	28.7
January-March	39.0	33.9	38.8	32.2	40.8	34.6	39.0	33.3
April-June	44.0	38.4	43.1	37.8	47.1	40.5	44.0	38.6
July-September	51.1	44.2	49.6	49.4	47.6	43.9	48.5	45.2
California-Arizona								
October-December	50.2	49.9	49.7	49.5	45.9	48.1	47.9	47.6
January-March	52.0	47.9	52.1	46.2	47.3	43.1	48.5	43.6
April-June	54.5	49.8	58.0	47.8	55.2	45.8	53.9	46.3
July-September	47.0	47.3	43.6	45.4	43.3	43.3	44.1	44.7
All oranges <sup>2/</sup>								
October-December	41.9	40.2	38.3	34.1	39.0	36.5	39.7	36.9
January-March	45.5	41.0	44.4	37.4	44.0	38.5	43.3	38.1
April-June	51.5	45.4	50.3	42.4	51.5	43.1	49.8	42.8
July-September	46.9	46.5	44.4	45.6	43.7	43.4	44.5	44.6
	Average size of purchase							
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	15.6	16.2	15.1	17.0	14.9	15.7	15.7	16.8
January-March	12.5	13.5	14.1	15.1	12.5	13.7	13.8	14.6
April-June	11.6	12.6	13.7	13.9	11.8	12.8	12.7	13.5
July-September	10.9	11.8	11.4	11.3	11.6	12.4	11.7	12.0
California-Arizona								
October-December	11.5	11.3	11.5	10.8	12.4	11.1	12.2	11.8
January-March	10.9	11.6	11.1	11.7	11.5	12.3	11.7	12.7
April-June	10.8	11.6	10.3	11.7	10.8	12.3	11.1	12.4
July-September	11.8	11.7	14.4	12.3	13.6	13.0	13.2	12.5
All oranges <sup>2/</sup>								
October-December	13.0	12.9	13.4	14.5	13.4	13.3	13.7	14.0
January-March	11.4	12.2	12.3	13.4	11.8	12.8	12.5	13.3
April-June	10.8	11.9	11.6	12.5	11.2	12.5	11.6	12.6
July-September	11.9	11.7	13.8	12.0	13.3	12.7	13.1	12.3

<sup>1/</sup> Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

<sup>2/</sup> Includes Texas oranges and oranges not identified as to origin.

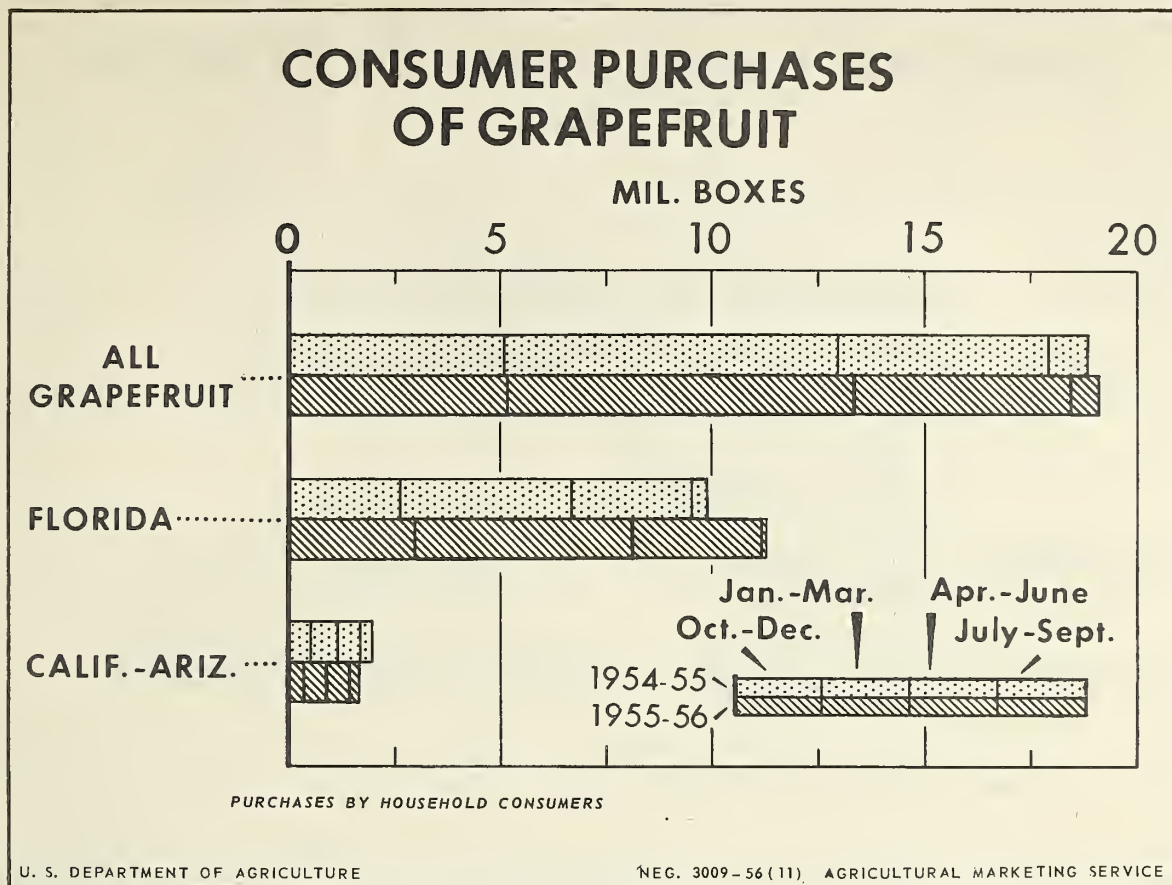


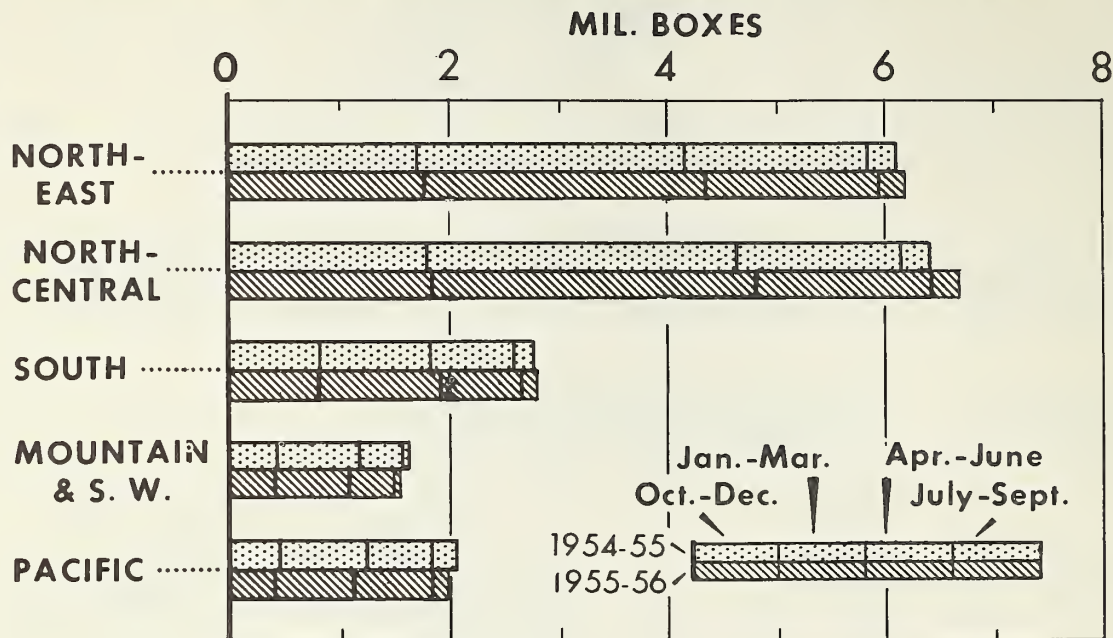
Figure 9

Table 19.-- Grapefruit: Consumer purchases, by quarters, October-December 1954 to date

Period	All grapefruit <sup>1/</sup>	Florida	California- Arizona	Unidentified
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>1,000 boxes</u>
1954-1955				
October-December	5,121	2,654	502	1,406
January-March	7,874	4,130	699	2,109
April-June	4,955	2,808	495	1,433
July-September	955	352	271	313
Total	18,905	9,944	1,967	5,261
1955-1956				
October-December	5,165	3,012	315	1,403
January-March	8,205	5,110	567	1,715
April-June	5,041	3,034	540	1,287
July-September	731	217	254	243
Total	19,142	11,373	1,676	4,648

<sup>1/</sup> Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

# GRAPEFRUIT PURCHASES BY REGIONS



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3010-56(11) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 20.-- Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1954 to date

State of origin and period	United States		Northeast		North Central		South		Mountain- Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Florida												
October-December	3,012	2,654	1,286	1,218	1,005	744	557	541	96	106	68	45
January-March	5,110	4,130	2,179	1,948	1,734	1,233	890	748	194	155	113	46
April-June	3,034	2,808	1,308	1,301	974	780	536	523	161	158	55	46
July-September	217	352	80	129	57	86	73	126	1/	1/	1/	1/
Total	11,373	9,944	4,853	4,596	3,770	2,843	2,056	1,938	455	424	239	143
California-Arizona												
October-December	315	502	85	49	50	96	1/	1/	24	55	137	288
January-March	567	699	62	47	66	86	1/	1/	40	56	388	482
April-June	540	495	48	1/	53	44	1/	1/	49	44	377	368
July-September	254	271	59	51	51	61	1/	1/	21	17	109	132
Total	1,676	1,967	254	178	220	287	57	60	134	172	1,011	1,270
All grapefruit 2/												
October-December	5,165	5,121	1,767	1,703	1,833	1,781	800	804	389	400	376	433
January-March	8,205	7,874	2,589	2,447	2,977	2,851	1,124	1,032	717	757	798	787
April-June	5,041	4,955	1,625	1,683	1,621	1,514	742	739	392	400	661	619
July-September	731	955	176	255	226	273	116	184	51	48	162	195
Total	19,142	18,905	6,157	6,088	6,657	6,419	2,782	2,759	1,549	1,605	1,997	2,034

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.



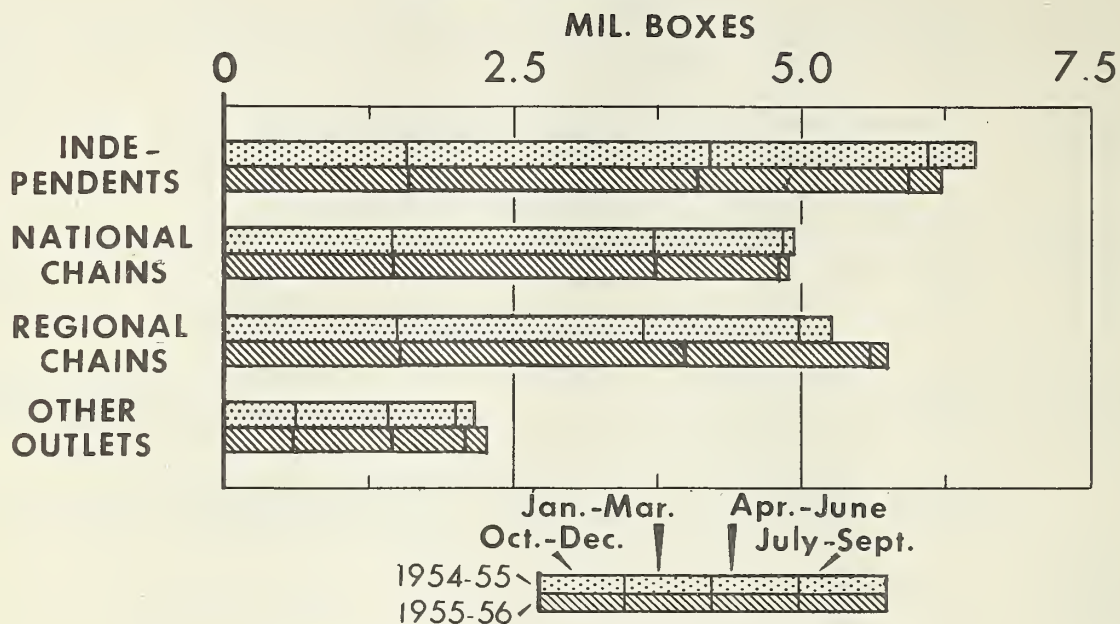
Table 21.-- Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen											
	United States		Northeast		North Central		South		Mountain-Southwest		Pacific	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida												
October-December	79.3	80.9	86.6	88.5	72.8	79.2	69.3	66.3	89.2	87.9	112.6	109.9
January-March	77.8	78.0	82.1	83.5	73.6	77.8	67.2	64.6	92.1	84.3	116.4	102.6
April-June	91.8	91.7	97.6	97.8	88.4	90.2	75.0	74.8	106.0	100.1	140.5	131.0
July-September	105.1	113.7	124.1	120.9	115.5	125.4	72.9	97.9	1/	1/	1/	1/
California-Arizona												
October-December	93.4	74.8	100.1	96.8	80.0	84.4	1/	1/	90.8	61.6	95.6	73.0
January-March	75.3	73.0	97.4	93.2	70.8	73.6	1/	1/	70.6	60.3	74.3	73.3
April-June	79.1	84.2	116.8	1/	87.6	86.8	1/	1/	84.9	73.4	74.8	85.0
July-September	109.3	105.1	131.6	120.0	109.2	124.9	1/	1/	135.7	128.6	94.7	92.3
All grapefruit 2/												
October-December	80.9	79.7	88.9	90.1	73.2	76.2	73.0	71.6	84.0	76.3	95.3	82.0
January-March	75.4	75.5	83.0	85.3	70.4	71.8	69.4	69.0	78.0	75.0	79.1	74.8
April-June	88.6	90.5	99.6	99.2	87.2	87.6	79.3	79.6	95.5	95.3	80.4	89.6
July-September	110.1	108.2	130.1	121.1	114.5	117.0	94.4	102.9	132.1	128.6	94.4	91.3
	Average size of purchase											
	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units	Units
Florida												
October-December	5.2	5.1	4.5	4.4	6.1	5.6	5.9	6.0	4.9	6.6	3.5	4.0
January-March	5.6	5.3	5.1	4.7	6.3	5.9	6.2	6.1	5.2	5.7	4.1	4.4
April-June	4.9	4.6	4.5	4.1	5.3	5.1	5.7	5.4	4.8	5.3	3.4	3.5
July-September	4.9	4.0	4.0	3.6	4.5	4.2	7.1	4.3	1/	1/	1/	1/
California-Arizona												
October-December	4.5	5.4	4.3	3.9	5.9	5.2	1/	1/	5.0	8.6	4.4	5.3
January-March	5.6	5.6	4.8	4.6	6.1	5.6	1/	1/	7.6	7.8	5.5	5.5
April-June	5.2	5.3	3.8	1/	5.1	4.8	1/	1/	5.6	8.7	5.3	5.2
July-September	4.1	4.1	3.4	3.6	4.1	3.7	1/	1/	4.0	2.9	4.4	4.6
All grapefruit 2/												
October-December	5.1	5.1	4.3	4.2	6.0	5.6	5.5	5.5	5.4	6.1	4.3	4.6
January-March	5.7	5.5	4.9	4.5	6.4	6.1	5.9	5.6	6.3	6.5	5.4	5.5
April-June	5.0	4.7	4.3	4.0	5.3	5.0	5.4	5.0	5.1	5.3	5.2	4.9
July-September	4.4	4.0	3.7	3.7	4.5	4.0	5.3	3.9	4.1	3.2	4.4	4.6
	Purchases per 1,000 capita											
	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
Florida												
October-December	18.7	16.6	29.1	27.8	21.8	16.2	14.4	14.2	5.8	6.3	4.3	2.8
January-March	31.7	25.8	49.6	44.8	37.8	27.0	23.1	19.2	11.4	9.5	7.1	2.9
April-June	18.7	17.4	29.7	29.5	21.1	16.9	13.7	15.5	9.6	9.6	3.4	2.9
July-September	1.3	2.2	1.8	3.0	1.2	1.9	1.9	3.3	1/	1/	1/	1/
California-Arizona												
October-December	2.0	3.1	1.9	1.1	1.1	2.1	1/	1/	1.5	3.3	8.6	18.3
January-March	3.5	4.4	1.4	1.1	1.4	1.9	1/	1/	2.4	3.4	24.3	30.3
April-June	3.3	3.1	1.1	1/	1.2	1.0	1/	1/	2.9	2.7	23.5	23.1
July-September	1.6	1.7	1.3	1.2	1.1	1.3	1/	1/	1.3	1.0	6.5	8.3
All grapefruit 2/												
October-December	32.1	32.0	40.0	38.9	39.8	38.8	20.6	21.1	23.7	23.9	23.7	27.5
January-March	50.8	49.2	58.9	56.3	64.8	62.5	29.1	26.4	42.3	46.3	50.0	49.5
April-June	31.0	30.8	36.9	38.2	35.1	32.8	18.9	19.1	23.3	24.3	41.2	38.9
July-September	4.5	6.0	3.9	5.9	4.8	6.0	3.0	4.8	3.1	2.9	9.7	12.3

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

# WHERE CONSUMERS BUY GRAPEFRUIT



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3011-56 (11) AGRICULTURAL MARKETING SERVICE.

Figure 11

Table 22.-- Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Independent groceries		National chains		Regional chains		All retail outlets 1/	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Florida								
October-December	800	634	979	881	897	777	3,012	2,654
January-March	1,248	1,050	1,651	1,470	1,598	1,140	5,110	4,130
April-June	950	873	644	765	1,009	800	3,034	2,808
July-September	71	143	2/	30	52	106	217	352
Total	3,069	2,700	3,291	3,146	3,556	2,823	11,373	9,944
California-Arizona								
October-December	107	174	70	125	96	151	315	502
January-March	179	232	129	167	205	243	567	699
April-June	187	197	107	97	197	152	540	495
July-September	109	93	44	37	58	83	254	271
Total	582	696	350	426	556	629	1,676	1,967
All grapefruit 2/								
October-December	1,598	1,582	1,453	1,441	1,528	1,492	5,165	5,121
January-March	2,506	2,637	2,305	2,286	2,495	2,141	8,205	7,874
April-June	1,795	1,881	1,043	1,134	1,575	1,355	5,041	4,955
July-September	310	407	91	98	164	277	731	955
Total	6,209	6,507	4,892	4,959	5,762	5,265	19,142	18,905

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Too few purchases reported for analysis.

3/ Includes Texas grapefruit and grapefruit not identified as to origin.

Table 23.-- Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

State of origin and period	Average price per dozen							
	Independent		National		Regional		All retail	
	groceries		chains		chains		outlets <sup>1/</sup>	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Florida								
October-December	85.2	86.4	74.6	77.0	81.5	82.9	79.3	80.9
January-March	86.0	83.7	71.4	72.6	81.3	81.8	77.8	78.0
April-June	96.8	91.4	90.1	90.3	95.7	97.2	91.8	91.7
July-September	121.6	112.0	<u>2/</u>	122.8	127.2	123.5	105.1	113.7
California-Arizona								
October-December	97.1	82.6	89.5	72.0	94.1	74.6	93.4	74.8
January-March	82.8	80.2	76.3	71.4	66.7	69.9	75.3	73.0
April-June	83.8	87.4	78.3	91.1	76.2	85.7	79.1	84.2
July-September	102.8	111.8	122.2	134.9	123.4	98.4	109.3	105.1
All grapefruit <sup>2/</sup>								
October-December	86.0	84.1	76.6	77.9	81.6	79.5	80.9	79.7
January-March	79.3	78.5	71.5	72.9	77.3	76.0	75.4	75.5
April-June	92.6	90.9	88.2	91.7	89.9	95.2	88.6	90.5
July-September	110.7	109.5	123.1	130.2	125.7	110.5	110.1	108.2
	Average size of purchase							
	Units		Units		Units		Units	
	Units		Units		Units		Units	
	Units	Units	Units	Units	Units	Units	Units	Units
Florida								
October-December	4.8	4.8	5.6	5.4	4.7	4.5	5.2	5.1
January-March	4.9	4.8	6.2	5.8	5.0	4.8	5.6	5.3
April-June	4.6	4.5	5.0	4.9	4.6	4.1	4.9	4.6
July-September	4.0	3.9	<u>2/</u>	3.5	4.2	3.5	4.9	4.0
California-Arizona								
October-December	4.0	4.9	5.8	5.9	4.3	4.7	4.5	5.4
January-March	5.0	5.2	6.9	6.2	5.2	5.2	5.6	5.6
April-June	4.9	5.3	6.3	5.4	4.7	4.4	5.2	5.3
July-September	4.0	3.7	5.0	3.6	3.2	3.9	4.1	4.1
All grapefruit <sup>2/</sup>								
October-December	4.7	4.8	5.5	5.2	4.7	4.7	5.1	5.1
January-March	5.3	5.3	6.2	5.8	5.2	5.1	5.7	5.5
April-June	4.7	4.7	5.1	4.8	4.7	4.2	5.0	4.7
July-September	4.3	3.9	4.5	3.5	3.5	3.7	4.4	4.0

<sup>1/</sup> Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

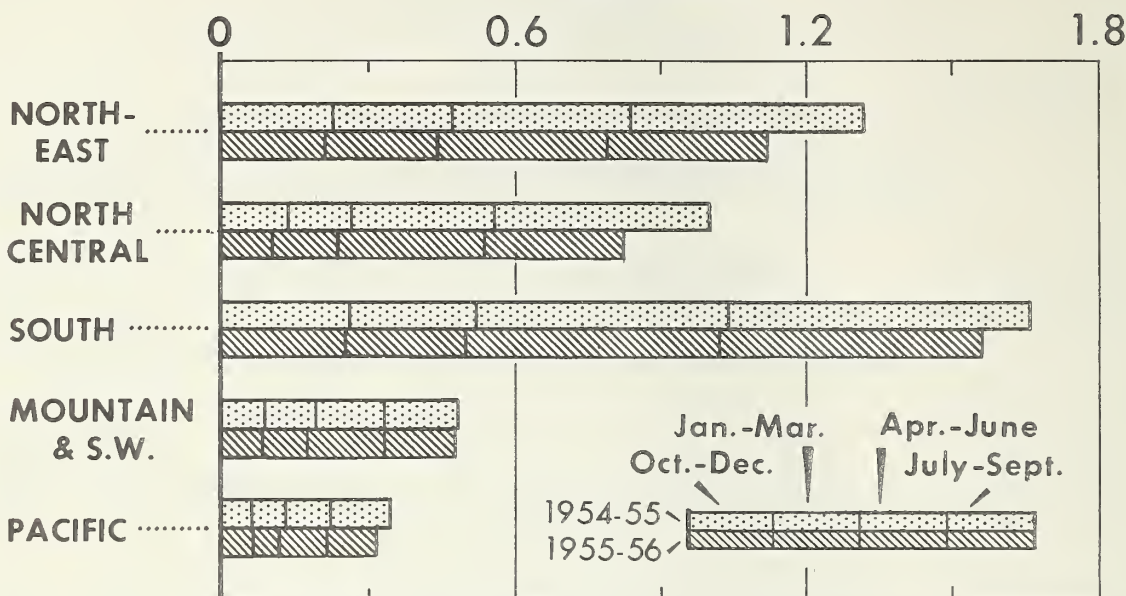
<sup>2/</sup> Too few purchases reported for analysis.

<sup>3/</sup> Includes Texas grapefruit and grapefruit not identified as to origin.



# LEMON PURCHASES BY REGIONS

MIL. BOXES



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

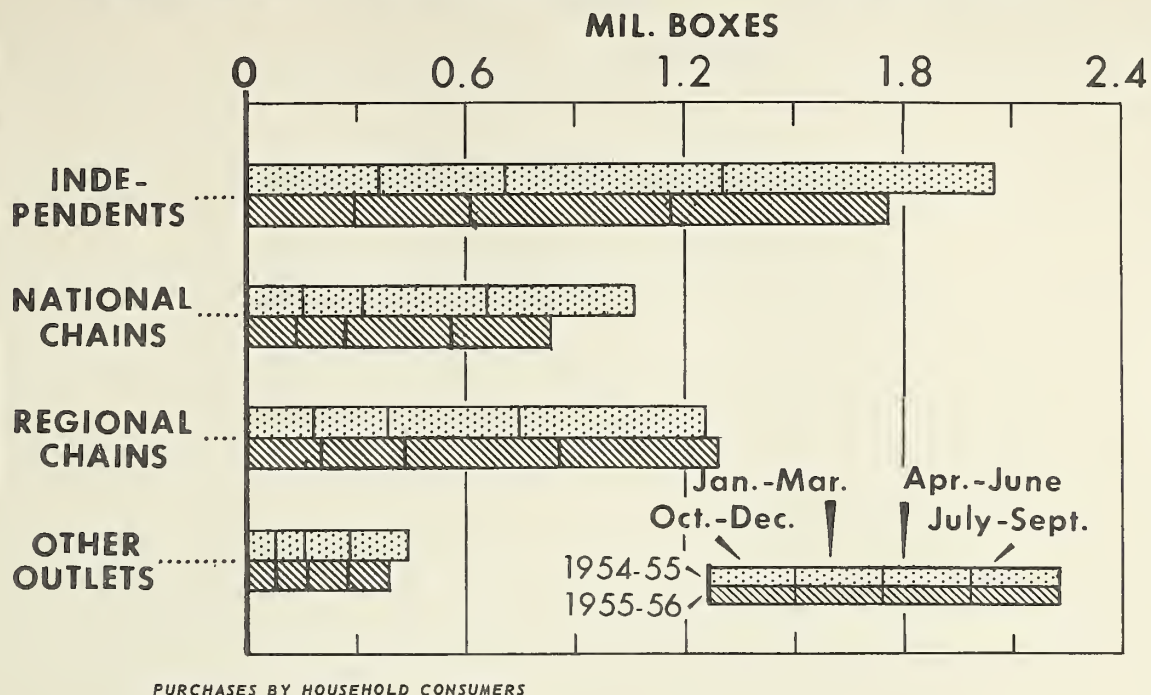
NEG. 3012-56 (11) AGRICULTURAL MARKETING SERVICE

Figure 12

Table 24.-- Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1954 to date

Period	Consumer purchases						Average price per dozen					
	United States	North-east	North Central	South	Mountain-Southwest	Pacific	United States	North-east	North Central	South	Mountain-Southwest	Pacific
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Cents	Cents
1954-55												
October-December	785	231	136	266	89	63	45.6	52.5	56.8	38.3	44.2	45.4
January-March	798	240	128	255	106	69	44.2	51.1	55.5	37.2	42.4	42.9
April-June	1,414	369	293	518	141	93	41.1	48.0	47.9	34.7	41.1	41.3
July-September	1,817	478	448	623	148	120	41.9	49.6	46.5	35.2	42.5	41.1
Total	4,814	1,318	1,005	1,662	484	354						
1955-56												
October-December	713	210	104	249	84	66	45.6	52.6	56.6	38.4	43.7	46.7
January-March	779	237	137	254	91	60	46.2	53.3	55.9	38.1	44.4	48.5
April-June	1,384	341	292	516	151	84	42.2	51.2	48.6	35.1	41.6	44.4
July-September	1,427	339	290	541	156	101	44.8	53.3	50.8	38.5	44.5	47.7
Total	4,303	1,127	823	1,560	482							
Period	Average size of purchase						Purchases per 1,000 capita					
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
	Units	Units	Units	Units	Units	Units	Boxes	Boxes	Boxes	Boxes	Boxes	Boxes
1954-55												
October-December	6.1	4.9	5.1	7.9	6.4	5.2	4.9	5.3	2.9	7.0	5.3	4.0
January-March	6.1	4.9	4.9	7.8	6.6	5.6	5.0	5.5	2.8	6.5	6.5	4.3
April-June	7.2	5.8	6.9	8.7	7.0	6.5	8.4	6.3	13.3	8.6	5.8	5.8
July-September	7.7	6.3	8.2	9.0	7.1	6.8	11.3	11.0	9.8	16.1	9.0	7.6
1955-56												
October-December	6.2	5.0	5.1	7.9	6.5	5.4	4.4	4.7	2.3	6.4	5.1	4.2
January-March	5.9	4.8	5.1	7.6	6.3	5.3	4.8	5.4	3.0	6.6	5.4	3.8
April-June	7.2	5.8	6.9	8.9	6.9	6.0	8.5	7.7	6.3	13.2	9.0	5.2
July-September	7.4	6.0	7.5	8.7	6.9	6.3	8.8	7.7	6.3	14.0	9.6	6.1

# WHERE CONSUMERS BUY LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3013-56 (11) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 25.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1954 to date

Period	Consumer purchases				Average price per dozen				Average size of purchase			
	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/	Indepen- dent groceries	National chains	Regional chains	All retail outlets 1/
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	Cents	Cents	Cents	Cents	Units	Units	Units	Units
1954-55												
October-December	366	155	189	785	45.0	47.3	48.3	45.6	6.2	5.7	5.8	6.1
January-March	351	164	195	798	44.4	44.5	46.1	44.2	6.0	5.9	6.1	6.1
April-June	593	337	368	1,414	41.7	40.6	41.0	41.1	7.1	7.4	7.2	7.2
July-September	740	406	504	1,817	42.7	41.7	41.7	41.9	7.7	7.6	7.8	7.7
Total	2,050	1,062	1,256	4,814								
1955-56												
October-December	298	135	202	713	45.1	47.3	47.1	45.6	6.2	5.8	6.2	6.2
January-March	316	143	237	779	45.9	48.0	47.0	46.2	6.0	5.5	6.0	5.9
April-June	551	290	428	1,384	41.7	42.9	42.2	42.2	7.2	7.1	7.4	7.2
July-September	598	280	431	1,427	43.7	47.7	45.6	44.8	7.6	7.1	7.4	7.4
Total	1,763	848	1,298	4,303								

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.







